



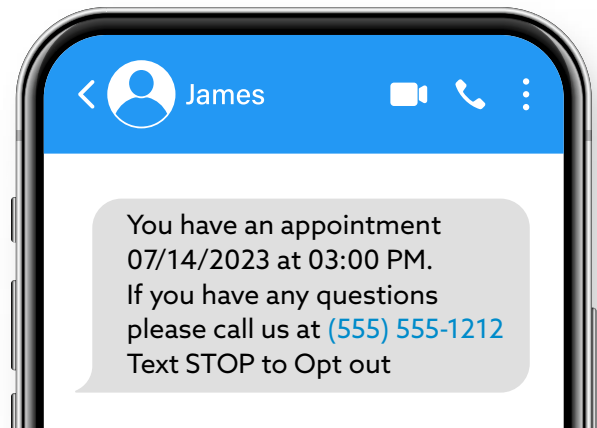
## USE CASES SHORT MESSAGE SERVICE (SMS) FOR HEALTHCARE

Proactive notifications offer the versatility to seamlessly become a staple within your business process automation practices. NEC's UNIVERGE BLUE ENGAGE leverages its Dynamic Notification module to send outbound voice, SMS, and/or email notifications. Contact your customers using their preferred method of communication – or choose the most appropriate one.

Whether you use it for revenue generation, operational efficiency, scheduling, customer care, surveys, or something else entirely.

### USEFUL BEYOND JUST SCHEDULING

ENGAGE Dynamic Notification enables you to be proactive and to drive actions and outcomes vs being reactionary and hoping for the best. One of its most popular adopted use cases has been in the scheduling space for a variety of verticals, especially Healthcare.



### TOP HEALTHCARE SMS SCENARIOS

- Appointment Reminders/Confirmations
- Collections – Bill Payment
- Patient Feedback
- Office Outages
- Preventive Care
- Procedure Results
- Patient Engagement
- Employee/Staff Communications



### ENGAGE PATIENT USE CASES

#### APPOINTMENT REMINDERS/ CONFIRMATIONS



- Reduce patient appointment no-shows and increase prescription refill rate with timely reminders
- Setup for responses to re-schedule or cancel appointments with live agent
- Let patients confirm appointments and other medical events with the touch of a button or connect them to a live agent to reschedule or cancel
- Protect your revenue and improve patient health with fewer broken appointments and free up appointment slots for patients

You have an appointment  
07/14/2023 at 03:00 PM.  
If you have any questions please  
call us at (555) 555-1212.  
Text STOP to Opt out

#### Did You Know?

Patient no-shows cost the U.S. healthcare system more than **\$150 billion a year**.

#### COLLECTIONS/ BILL PAYMENT/ PAYMENT REMINDERS



- Reduce payment collection timeframe with regular reminders to patients of outstanding bills
- Drive patients to the websites or payment portals for processing
- Let customers respond to notifications and speak with a representative about billing questions.

Friendly reminder:  
Your payment is due 7/31/23.  
To pay visit [www.paymycompany.net](http://www.paymycompany.net)  
or call (555) 555-1212.  
Reply STOP to end.

#### Did You Know?

**Nearly half** of all patients paid their bill via an online portal or over the phone.



#### PATIENT FEEDBACK

- Deliver continuous care by sending patient surveys from intake through discharge to proactively monitor quality of care
- Understand your patient population by directing them to surveys about their health behaviors
- Capture medical adherence for prescriptions by asking patients to report whether they're taking their medication



#### PREVENTATIVE CARE

- Use vaccine schedules to remind patients or parents to schedule an appointment
- Send reminders to patients for follow-up appointments

#### Did You Know?

**70% of patients value a medical provider** that uses text notifications or emails concerning preventative or follow-up care.



# UNIVERGE BLUE ENGAGE

## SHORT MESSAGE SERVICE (SMS) FOR HEALTHCARE



### CHANGING FACILITY CONDITIONS

- › Inform patients and staff of office outages
- › Give patients information they'll need to prepare for a visit including COVID updates, protocols
- › Send out appointment rescheduling notifications due to last minute provider emergencies (e.g., births, surgeries)



### PROCEDURE RESULTS

- › Notify patients of lab results, radiology readings, and other results with links to the patient portal to view them



### EMPLOYEE/STAFF ENGAGEMENT

- › Remind employees of important events (training, parties, resources) based on their location
- › Update staff on changing office protocols
- › Remind staff of upcoming shifts with options to confirm, speak to staff, or fill-in due to a shift gap



### PATIENT ENGAGEMENT

- › Send links to your monthly patient newsletter
- › Inform the community of changing office hours or holiday closures
- › Educate patients based on their health conditions with custom messaging



With 90% of all messages read in 90 seconds,  
SMS is a great way to connect with patients for:

- › Patient Engagement
- › Alerts and Notification Reminders
- › Logistics and Notifications
- › Employee / Staff Communications



NEC and the NEC logo are trademarks or registered trademarks of NEC Corporation that may be registered in Japan and other jurisdictions. All trademarks identified with © or TM are registered trademarks or trademarks of their respective owners. Models may vary for each country, and due to continuous improvements this specification is subject to change without notice. Please refer to your local NEC representative(s) for further details.

**Americas (U.S., Canada, Latin America)**  
NEC Corporation of America  
[www.necam.com](http://www.necam.com)

For further information please contact NEC Corporation of America or: